Outreach Interview Guide

(We contact them)

I really appreciate the opportunity to meet with you today. As you know, Burgerville has worked within our communities for many years, and I am excited to explore the possibilities of working with your group to partner together for our mutual benefit.

1. Could you start by telling me what you know about Burgerville, and our commitment to fresh, local and sustainable?

(listen for: company initiatives, shared values, what makes Burgerville important for you, the listener)

1. Do you have a favorite Burgerville experience you would like to share with me today?

(listen for: are they currently guests, do they have a personal connection to our values?)

1. Burgerville has had some great successes in partnering with schools and organizations such as yours. Some of our greatest successes have come from having multiple partnership dates. Are you interested in setting up more than one partnership with us?

(Listen for long-term commitment to a shared purpose or cause. Are they committed to their purpose, and producing results over time?)

1. What kind of resources do you anticipate in being able to put behind this partnership? How many people do you anticipate in being able to invite to the restaurant, and participate?

(listen for the depth of their network, do they have access to social media, or any plans to promote their event on a grand scale? You can suggest they try to get media attention for the event, as some local or neighborhood papers have been known to print stories about events. Now would be a good time to use the sample calculator, and demonstrate their expected return, based on number of invites)

1. Based on what we have talked about today, how are you feeling about Burgerville and your group working together to build this partnership event?

(listen for genuine interest. Use this chance to speak to the Burgerville story, how our company initiatives support our local communities, and assure them we want to work with them in the most supportive way possible. Discuss alternatives to traditional partnership nights, such as donation jars, loaning the use of your reader board, or the script program for gift card sales.)